

R. H. Macy & Co.'s Attractions Are Their Low Prices

# Macy's

Herald Square, Broadway, 34th to 35th St.

Store Opens at 9.00 A. M.  
Closes at 6.00 P. M.  
Look for the  
"Not Advertised" Signs.

The Most Profitable Business Day  
of the Month  
FOR OUR CUSTOMERS

Men's New 35th St. Entrance. We present at the Cigar Stand, at the Entrance, the most remarkable values in High Grade Cigars ever shown in this City.

R. H. Macy & Co.'s Attractions Are Their Low Prices

# Macy's

Herald Square, Broadway, 34th to 35th St.

Only twelve such Thursday events in the year—Sales in which you reap the benefit of an entire Month's special preparation.

## June Thursday Economy Sale

Sufficient of almost every item to last nearly all day Thursday. Some may even last until Friday morning. Come early for best choosing.

### 'BLOCH' COLLAPSIBLE GO-CARTS, \$4.97

(As illustrated.) A one-motion Go-Cart, free from the cumbersome mechanism found in the ordinary collapsible cart. Strong and simple in construction, and folds together with one motion. Padded arms, enameled trimmings. Tires, 10x10 1/2 inches. Pebble upholstery throughout—turquoise blue or green only.

Second Floor, Balcony

### Women's IMPORTED COATS, \$16.74

Macy's Usual Price \$19.74  
London made Coats for steamer or tourist wear, made of fleece cloth in gray, navy or green; soft, light but warm. Kimono sleeve model, belted all around and with convertible collar and deep pockets. Body and sleeves are silk lined.

Third Floor, Broadway

### Women's SUMMER DRESSES, \$5.94

Macy's Usual Price \$6.94  
Flowered Crepe and Voile Dresses in blue, helio, tan and rose colorings. Bodice with V-neck of lace in color effect, trimmed with velvet ribbons. This skirt features the long circular tunic effect.

Third Floor, Broadway

### WOMEN'S MORNING DRESSES, 59c

Macy's Usual Price \$1.00  
Neat, well made Dresses, in two styles: one of striped percale striped with bands of chambray; another in figured percale with collar and cuffs of plain blue. Sizes 34 to 46.

Third Floor, 34th St.

### Taffeta SILK DRESS SKIRTS, \$5.94

Macy's Usual Price \$6.94  
Smart new model in black taffeta of excellent quality. Simulated tunic in shaped ruffle effect; wide girle and bow.

Third Floor—Centre

### RICE CLOTH BLOUSES, 94c

Macy's Usual Price \$1.00  
Two smart models in fine quality rice cloth and delicate n.w. colors. One, the "Diva" model, with collar of embroidered organza; the other, with Medici ruche and sleeve ruffles of white net, has a black moire cravat.

Third Floor, 34th St.

### WOMEN'S UNION SUITS, 69c

Macy's Usual Price 90c  
Extra fine quality Jersey ribbed Lisle Union Suits, low neck and sleeveless, with lace trimmed drawers; regular and extra large sizes.

Main Floor, 35th St.

### 'JUST-RITE' CORSETS (pr.), \$1.89

Standard \$3.00 Model  
Batiste Corsets, in medium low bust model with long hips; lace and ribbon trimmed top. Four pairs of hose supporters attached. Especially desirable as summer Corsets, because absolutely rust-proof.

Third Floor, 35th St.

### DAINTY COMBINATIONS, 99c

Corset-cover and drawers—and corset-cover and skirt combinations—in all-over embroidery effects, or prettily trimmed with Valenciennes lace medallions, beading and ribbon.

Third Floor, Centre, Rear

### WOMEN'S CHAMOIS LISLE GLOVES pair, 54c

Verified price elsewhere, \$1.00  
Sixteen-Button Mousquetaire Gloves in white, natural and pongee color; Chamois finished lisle; half pique sewn, arrow spear back. English cut thumb.

Main Floor, Broadway

### WHITE MILAN HEMP HATS, 99c

Smart new shapes of pure white closely sewn Milan Hemp, the majority in large and small sailor effects. Never have White Milan Hemp Hats of this quality been offered at so low a price.

Second Floor, 34th St.

### WOMEN'S COLONIAL TIES, \$2.97

Patent coll with backs of fawn or black cloth, on graceful high-arched last with Cuban Louis heels of leather. The welt soles are light in weight and very flexible. Also all-patent "Colonials" or with gray cloth backs; turned soles and graceful Spanish Louis heels.

Second Floor, 35th St., Rear

### JUNIORS' SUMMER DRESSES, \$2.74

Macy's Usual Price \$3.99  
Flowered Voile Dresses in pretty model, and in light, dainty colorings. Kimono bodice with dotted Swiss collar; ruffled tunic skirt; belt in contrasting colors. Sizes 13, 15 and 17 years.

Third Floor, Broadway

### GIRLS' SUMMER DRESSES, \$2.89

Flowered crepe or striped gingham Dresses, made on long graceful lines. The bodice girdled with velvet fastens on the shoulders with pearl buttons, and is hand-embroidered. The skirt in 2-tier effect. Sizes to 15 years.

Third Floor, 35th Street

### GIRLS' NIGHT GOWNS at 39c

Macy's Usual Price \$1.00  
White Crepe Night Gowns—prettily striped with pink or blue; lace edged, and ribbon run, at neck and sleeves. Sizes 10 to 16 years.

Third Floor, 35th Street

### ART EMBROIDERY DEPT. SPECIALS

Pillow Slips of imitation Filet Lace, in artistic designs, trimmed with dainty lace edging, made over fine quality sateen covered pillows, in shades of pink and blue (each), 98c.  
Desk Sets of cretonne, desk pad and paper rack—pen tray and ink well—assortment of colorings (set), \$1.44.  
Waste Paper Baskets, covered with cretonne in floral designs (each), 47c.

Third Floor, 34th St., Rear

### EMBROIDERY EDGINGS, (Yd.) 12c

Imported to Sell at 25c Yard  
White cambric, nainsook and Swiss muslin edgings in eyelet and blind work patterns. Widths 3 1/2 to 8 inches.

Main Floor, Centre

### ALL-OVER SHADOW LACES, (Yd.) 34c

Macy's Usual Price \$1.00  
Shadow lace nets in a variety of pretty and effective designs for waists and bodice caps. Width 17 inches.

Main Floor, Centre

### FINE LACE PLEATINGS, (Yd.) 15c

Verified Price Elsewhere, 25c  
White or cream shadow lace or net pleatings, in a variety of very effective patterns.

Main Floor, 34th St.

### SHEPHERD SILK VEILS, 49c

Six hundred pure silk Shepherd Veils in black, white, and all the wanted colors. Slight mill imperfections enable us to sell them at less than half the usual prices at which these would sell if perfect.

Main Floor—Broadway

### ELECTRIC BOUDOIR OR TABLE VASE LAMPS (Special), \$5.89

Macy's Usual Price \$8.89  
Lovely Lamps of English ware, decorated with rose and vine motifs, in Delft blue and tan colorings to give the effect of lamps made from Chinese Vases. Base and top mountings of bronze finished metal; height 21 inches; fitted with one bulb and a 14-inch cretonne shade with crystal fringe, in harmonizing colors.

Basement

### Fitted Morocco HAND BAGS, \$1.74

Macy's Usual Price \$2.49  
Pin Morocco Hand Bags, in black, blue, green and brown, with silk linings and gilt or German silver frames. Four fittings in either gilt or nickel finishes—mirror, powder puff box, purse and memo tablet.

Main Floor, 34th St.

### IMITATION AMBER NECKLACES, 39c

Macy's Usual Price \$1.75  
Necklaces of oval or round imitation amber beads, with various colored combinations of cut beads or crystals.

Main Floor, Broadway

### Solid Gold "LAVALLIERES," \$3.74

Macy's Usual Prices, \$3.89, \$4.49 and \$4.89  
10-karat Solid Gold "La Vallieres," in a variety of styles; some set with diamonds; others with baroque pearls; others with imitation sapphires, amethysts, cameos, etc. All have soldered link neck chains.

Main Floor, Broadway

### DAINTY WHITE FLOWERS, 39c

Macy's Usual Price \$1.00  
A variety of white flowers, in the effectively branched styles so much in demand for Summer Hats.

Second Floor, 34th St.

### WHITE ORGANDIE GUIMPES, 89c

Macy's Usual Price \$1.19  
Plain sheer organdie Guimpes, with high Medici collar and washable crocheted buttons; also transparent embroidery Guimpes, sleeveless, in Medici collar effects. Both styles with elastic at waist band.

Main Floor, Broadway

### SATIN JACQUARD RIBBON (Yd.) 39c

(Verified price elsewhere, 59c)  
In white, pink and blue, fine quality Jacquard Ribbon in lustrous satin. Width 6 1/2 inches. Very desirable for sashes, girdles and hair bows.

Main Floor, 34th Street

### STRIPED INDIAN BLANKETS, 99c

Elsewhere \$1.50  
Fancy stripes in a variety of desirable color combinations. Whipped edge all around. Size 54x72.

Basement

### BRASS DESK SETS, \$1.69

Macy's Usual Price \$1.99  
Fine brass desk sets, consisting of brass cornered desk pad 12x19 inches, brass inkstand, paper cutter, hand blotter, pen tray and pen brush. All plain brushed brass.

Main Floor, 35th St.

### SUEDE & KID "VESTETTES," 39c

White kid and suede, in black and all fashionable colors. The most popular and stylish belt novelty of the season, with pointed waistcoat fronts; 7 inches deep and backs 4 1/2 inches deep; patch pockets at the sides; 3 snap fasteners. All edges stitched.

Main Floor, 34th St.

### ALL-WOOL SHEPHERD CHECKS 71c a yard

Macy's Usual Price is 90c a Yard  
A new importation of 46-inch all-wool Shepherd Checks, from one of the best French makers; 3,000 yards of black-and-white, and blue-and-white, for suits or skirts.

Second Floor, Broadway

### WHITE TUB SILK (Yd.), 69c

Verified Price Elsewhere, 90c  
Yard wide silk of medium weight and excellent quality; fine in weave and of lustrous finish. For blouses, shirts and dresses.

Second Floor, 35th St.

### WHITE COSTUME LINEN (Yd.), 24c

Verified Price Elsewhere, 40c Yard  
Snow white flax Costume Linen from France and Ireland's leading manufacturers. 8,000 yds. French Rame weave, 45 inches wide, 3,500 yds. Irish round thread, 36 inches wide.

Linen Dept., Second Floor, 35th Street

### CORDED SNOWFLAKE CREPE Yard, 15c

Macy's Usual Price is 20c a Yard  
Novelty corded stripe Crepe of very pretty weave and excellent quality. An ideal fabric for Summer blouses and dresses. Width 40 inches.

Second Floor, Centre

### LINING REMNANTS (Yd.), 5c, 10c & 15c

Macy's Usual Prices, 12c to 32c per Yard  
Lawn, Percales, Satens and other cotton linings in a limited assortment of colors. Yard wide.

Second Floor—Broadway

### INITIAL PILLOW CASES (PR.) 69c

Macy's Usual Price, \$1.19  
Full bleached muslin cases, scalloped; size 45x38 1/2. Also Irish hand-embroidered a-linen pillow cases, neatly hemstitched in choice patterns, monogram design; those that were 88c at 72c, and the \$1.09 quality at 85c.

Basement

## 800 Green Taffeta Parasols \$1.09

The newest Parasols of the season, made of emerald green taffeta silk, on an 8-rib frame with long handle, in green mission wood.

Main Floor, Broadway

## 54c Special Six-Course Luncheon (Restaurant) 54c

Served Thursday, June 18—11.30 A. M. to 2.30 P. M.

### HAND COLORED PICTURES, 99c

Elsewhere \$1.49  
Excellent reproductions, framed in antique gilt frames. Also Fac-Similes and Color Prints, various subjects, in gilt and plain wood frames.

Main Floor, 34th St.

### SANITARY NAPKINS (DOZ.), 17c

Macy's Usual Price 25c  
900 Dozen Absorbent and Aseptic Napkins of medium size; made of pure white sanitary cotton—long tabs. One dozen in a carton.

Notion Dept., Main Floor, 34th St.

### SUN GLASSES AND AUTO GOGGLES, UNUSUAL, AT \$1.49

Macy's Usual Price, \$2.24  
Fitted with large round lenses of light and medium shades of amber, smoke and green. Light, comfortable frame of imitation tortoise shell which conforms to the contour of the face. Protect your eyes from wind, dust and the bright glare of the sun. Can be worn as Sun Glasses or Auto Goggles.

We have a large assortment of Sun Glasses, Eye-Glasses and Spectacles, 21c to \$2.24.

Main Floor, Balcony, 34th St.

### "RED STAR" GINGER ALE (DOZ.), 84c

The name of the brand is your assurance of purity and sparkling quality. "Red Star" brand of Ginger Ale is contained in 10 oz. bottles.

Fifth Floor, 35th St.

### IMPORTED OLIVE OIL, Qt. Can, 63c

Macy's Usual Price is 84c  
Pure Olive Oil from Spain, rich and delicious in flavor and of the finest quality produced. Imported direct by R. H. Macy & Co., a perfect Olive Oil for salads.

Fifth Floor, 35th Street

### NEW YORK STATE WHOLE MILK CHEESE, (lb.) 21c

Very rich and snappy and of exceptionally fine flavor.

Fifth Floor, 35th St.

### MOLASSES FRUIT CAKE (lb.), 15c

Macy's Usual Price is 19c a lb.  
Made in the Macy bakery; rich, delicious and wholesome cake, is made according to a good old fashioned recipe, from carefully selected fruits; the best molasses and purest ingredients.

Loaves weighing 6 pounds; will be delivered. None C. O. D.

Fifth Floor, 35th St.

### "Fairfax" TENNIS RACQUETS, \$2.24

Elsewhere, \$3.50  
Only 100 in the lot. Two styles of frames. Good quality Racquets, with concave throat; reinforced shoulders and cork inner handles. Racquets with walnut wedge and reinforced shoulders. All Racquets with fine quality close centre stringing. Weights, 12 1/2 to 14 1/2 ounces.

Fifth Floor, Centre

### 8-BALL CROQUET SETS, \$1.49

Macy's Price Was \$1.74  
Set of fancy design; mallets, fitted with selected handles; fancy stakes; large wickets with sockets.

Fifth Floor, Centre

### BOOKS ON BUSINESS, 59c

Macy's Usual Price, 81c  
Practical books by competent authorities on: Advertising Methods and Mediums—Credits, Insurance, Brokerage—Business Principles and Methods—Salesmanship, Theory and Practice—Banking and Finance—Corporations, Organization, Finance and Management—Transportation, Interstate Commerce—Foreign Trade—Commercial Law and Legal Forms—Natural Resources and Natural Wealth—Irrigation—Bookkeeping, Accounting and Auditing.

First Floor, Rear

### TOAST RACKS, 94c

Macy's Usual Price \$1.49  
These are heavily silver plated on copper (Sheffield quality), the design is plain and neat; each rack will hold 6 slices of toast.

Main Floor, Broadway

### BOUDOIR CLOCKS, 98c

Macy's Usual Price, \$1.44  
Plain, neat ivory—celluloid Clocks, 4 1/2 in. high, with a 2-inch dial, 30-hour movement. Good anywhere, but particularly suitable to take along on your vacation.

Basement

### MOTOR DUST COATS, \$3.49

Standard Price, \$5.00  
Those for men are of heavy natural tan linen, in conventional and Balmuccian models, others of mohair, in tan and gray, in single breasted models and in all sizes.

The coats for women are of tan linen and gray mohair, in Balmuccian and plain models. All sizes.

Fifth Floor, 34th St.

### LOW JELLY DISHES OF "STRAUS" CUT GLASS \$1.19

Macy's Usual Price \$2.49  
This remarkable price concession only for the Economy Sale. The dish is 8 inches in diameter. The design is deep and rich, and the cutting remarkably lustrous.

Basement

### CUT GLASS GOLD CREAM JARS, 39c

Formerly 49c to 75c each.  
Silver tops, twelve different patterns, matching a number of sets formerly carried in our stock and now discontinued.

Main Floor, Broadway

### "BAR HARBOR" CHAIR CUSHIONS, 98c

Comfortable "Bar Harbor" chair Cushions of plain denim and figured cretonnes, at this exceptionally small price.

Third Floor, 35th St.

### HIGH QUALITY AXMINSTER RUGS

These are standard goods. Excellent patterns in Oriental effects. The colors are bright, clear cut and harmonizing, combining soft green, olive, tan, brown and ecru. In two sizes only, marked at a very special price for Rugs that are perfect and as handsome as these.

Regularly, Sale Price.  
27-inch x 60-inch, \$2.48 \$1.98  
30-inch x 72-inch, \$3.89 \$3.14

Fourth Floor

### HEAVY WOOL VELVET CARPET (Yd.) 89c

Macy's Usual Price (Yd.) \$1.14  
For one day only, six patterns for halls and stairs—from regular stock, each in an Oriental design. The patterns are desirable in every way. The width of the Carpet is 27 inches; hall and stair carpet to match. Every roll absolutely perfect, and contains sufficient quantities to cover several halls and stairs in an apartment house.

Fourth Floor

### FIGURED CORK LINOLEUMS, (sq. Yd.), 39c

If Perfect Macy's Price Would Be (sq. Yd.) 68c  
This price is good for one day only. The Linoeum is four yards wide. This is the highest quality of the Figured Cork Linoeum class and even after the design printed on the surface wears off, the thickness of material underneath will give several years' service. Some of the goods are slightly imperfect in the printing, although this will not affect the wear in the least.

Fourth Floor

### CHINESE-MATTING (Roll) \$6.24

Five to six patterns shown in this lot, and in every design as much as 10 rolls can be obtained. Matting made from an excellent quality of one piece straw, jointless and reversible, one yard in width and 40 yards to the roll. In checked and striped designs. Colors of green and natural, brown and natural, red, natural and green and other combinations.

Fourth Floor

### BUNGALOW WHITE ENAMEL BED OUTFITS, \$4.89

(As illustrated.) The Bed is of strong construction, with brass mounts, and finished with hard, baked-on lacquer. Height of head is 49 inches, height of foot end is 41 inches. Complete with woven wire spring and a soft top mattress.

Fourth Floor

### MEN'S SUMMER COATS, \$1.29

Black or Gray Silkoline; made strong and serviceable. Light and cool for the hot weather.

Fifth Floor, Broadway

### MEN'S CAPS IN NAVY, GRAY, BROWN AND HEATHER, 59c

Macy's Usual Price, 86c  
At this price for the Economy Sale only. Made in latest English and conservative shapes. The materials are chevrons, serges, homespins, and novelty weaves in almost endless variety.

Fifth Floor, Centre

### MEN'S WOVEN TERRY CLOTH BATH ROBES, \$2.59

Standard Price, \$3.00  
In new scroll effects, Jacquard weaves. Cut Robe style in all sizes, small, medium and large. The colors are blue, tan, gray, helio and wine.

Main Floor, 35th St.

### Men's WOVEN MADRAS SHIRTS, 79c

The material used is usually found in \$1.50 garments. Fine woven light weight madras. Fine and medium stripes of blue, helio and black on white grounds. Negligee with laundered cuffs.

Also Men's Shirts of highly mercerized fabrics, soft cuffs, in the newest designs and colorings, at the same price, 79c.

Main Floor, 35th St.

### Men's CAMBRIC NIGHT SHIRTS, 48c

Made of fine soft cambric. Cut V-neck. Trimmed with blue, turkey red or plain white. Full and ample. All sizes, 15 to 20 neckbands.

A better quality Cambric Night Shirt, at 59c.

These garments were made in our own workrooms.

Main Floor, 35th St.

### MEN'S ATHLETIC UNDERWEAR, 33c

Macy's Usual Price is 49c a Garment.  
Striped woven Madras, in white with colored stripes; also plain white cotton pongee. Well made garments. The shirts in sleeveless style; the drawers knee length.

Main Floor, 35th St.

### MEN'S KNITTED SCARFS, 24c

In the popular 2-inch shape. Woven firm and durable in all the new cross-stripe color combinations. The weaves and colorings are exact duplicates of high-grade hand-knitted scarfs.

Main Floor, 35th St.

### MEN'S SHOES, \$2.89

Standard Price, \$3.50 and \$4.00  
Rubber Sole Oxfords in dark tan calfskin and white nubuck on good-looking flat last with low heels of rubber. Also tan and black or fawn Oxfords or high shoes with solid soles of leather. They all have soles made by the "Goodyear" welt process, free from seams on soles.

Main Floor, Balcony

### "FLOR DE MERODE" SIRENAS (box 50), SPECIAL AT \$1.98

Macy's Usual Price \$2.49—Elsewhere \$3.25  
These choice Cigars are sweet and mellow in the smoking, with a delightful bouquet. A trifle milder than a straight Havana. Imported Sumatra wrapper and Havana filler.

Fifth Floor, 35th St.

### BOYS' NORFOLK "TUB" SUITS, \$2.49

New models, of white duck, tan linen, gray or tan linen crash and Government khaki cloth, showing patch pockets and plaits in several styles. Tailored to launder easily.

### BOYS' ALL-WOOL NORFOLK SUITS, \$3.49

Macy's Usual Price is \$4.96  
There are 500 Suits in broken sizes, from 7 to 18 years. They are in gray, brown and tan mixtures. Also a few blue serges. Any size may be obtained in one style or another.

Second Floor, Rear

### BOYS' PAJAMAS, 63c

Verified Price Elsewhere 75c and \$1.00  
Plain white, tan, blue and pink cotton pongee and linette, also striped madras and mercerized materials. Full and roomy, and finished with silk frog ornaments at buttonholes.

Second Floor, Rear

### BOYS' WASHABLE TROUSERS, 59c

Macy's Usual Price, 79c; Elsewhere, 95c.  
A choice of knickerbockers and bloomers is offered made up in Government khaki, linen, white duck, or tan and gray crash. Sizes 5 to 17.

Second Floor, Rear

### BOYS' WASHABLE HATS, 39c

Macy's Usual Price, 49c  
These are "Rah" and Beach Hats, of cool white duck, tan linen and khaki cloth, and very seasonable.

Second Floor, Rear